

### **LISTING OF CLAIMS**

1. (Currently Amended) A method of forming an incandescent lamp having an axially oriented filament, comprising the steps of:  
  
    forming a filament having a coiled section wound about a central longitudinal axis;  
  
    forming a first lead wire by flattening an end portion of a section of electrically-conductive wire;  
  
    providing a second lead wire formed from a section of electrically-conductive wire;  
  
    attaching a the filament between the second lead wire and the flattened end portion of the first lead wire with the flattened end portion being oriented such that the flattened end portion lies generally parallel to the coiled section and generally within a plane that contains the longitudinal axis intersects the filament; and  
  
    sealing the filament and at least a portion of the first and second lead wires within a glass envelope having a base portion such that the longitudinal axis extends through the base portion thereby establishing a predominately axial orientation of the filament.
2. (Original) The method of claim 1, wherein said forming step further comprises stamping the end portion.
3. (Original) The method of claim 2, wherein said forming step further comprises stamping the end portion using a tool that flattens the end portion and simultaneously imparts a roughened surface texture to the end portion.

4. (Original) The method of claim 1, wherein said forming step further comprises applying a roughened surface treatment to said flattened end portion.

5. (Original) The method of claim 4, wherein said applying step further comprises deforming said end portion to produce the roughened surface treatment.

6. (Original) The method of claim 4, wherein said applying step further comprises applying a coating to said end portion to produce the roughened surface treatment.

7. (Original) The method of claim 1, wherein said sealing step further comprises sealing the filament and at least a portion of the first and second lead wires within a glass envelope that contains a halogen gas, whereby said incandescent lamp comprises a halogen lamp.

8. (Currently Amended) The method of claim 1, further comprising the steps of:  
forming a third lead wire by flattening an end portion of a section of electrically-conductive wire;

attaching a second filament between the second lead wire and the flattened end portion of the third lead wire with the flattened end portion of the third lead wire being oriented such that ~~[[the]]~~ it lies within a plane that intersects the second filament; and

sealing the second filament and at least a portion of the third lead wire within the glass envelope.

9. (Original) The method of claim 1, further comprising the steps of securing the lead wires together using a bridge and sealing the bridge within the glass envelope along with the filament and lead wires.

10. (Currently Amended) A method of forming an incandescent lamp having an axially oriented filament, comprising the steps of:

flattening an outer end section of a first lead wire such that said first lead wire has a generally circular cross-sectional shaped portion and a generally non-circular cross-sectional shaped portion, both of electrically-conductive wire, where said non-circular cross-sectional shaped portion has a wide profile and a narrow profile;

providing a second lead wire formed from a section of electrically-conductive wire;

forming a filament having a central light emitting section extending along a central longitudinal axis;

attaching ~~[[a]]~~ the filament between said non-circular cross-sectional shaped portion of said first lead wire and said second lead wire;

orientating said first lead wire such that said narrow profile extends generally parallel to the longitudinal axis and is aligned in the direction of light emitted by said filament and lies within a plane substantially containing the longitudinal axis; and

sealing said filament and at least a portion of said first and second lead wires within a glass envelope having a base portion such that the longitudinal axis extends through the base portion thereby establishing a predominately axial orientation of the filament.

11. (Original) The method of claim 10, wherein said flattening step further comprises stamping the outer end section.

12. (Original) The method of claim 11, wherein said flattening step further comprises stamping said outer end section using a tool that imparts a roughened surface texture to said non-circular cross-sectional shaped portion.

13. (Original) The method of claim 10, wherein said flattening step further comprises applying a roughened surface treatment to said non-circular cross-sectional shaped portion.

14. (Original) The method of claim 13, wherein said applying step further comprises deforming said non-circular cross-sectional shaped portion to produce the roughened surface treatment.

15. (Original) The method of claim 13, wherein said applying step further comprises applying a coating to said non-circular cross-sectional shaped portion to produce the roughened surface treatment.

16. (Original) The method of claim 10, wherein said sealing step further comprises sealing said filament and at least a portion of said first and second lead wires within a glass envelope that contains a halogen gas, whereby said incandescent lamp comprises a halogen lamp.

17. (Original) The method of claim 10 further comprising the steps of:

flattening an outer end section of a third lead wire such that said third lead wire has a generally circular cross-sectional shaped portion and a generally non-circular cross-sectional shaped portion, both of electrically-conductive wire, where said non-circular cross-sectional shaped portion has a wide profile and a narrow profile;

attaching a second filament between said non-circular cross-sectional shaped portion of said third lead wire and said second lead wire;

orienting said third lead wire such that said narrow profile of said third lead wire is aligned in the direction of light emitted by said second filament; and

sealing said second filament and at least a portion of said third lead wire within said glass envelope.

18. (Original) The method of claim 10, further comprising the steps of securing said lead wires together using a bridge and sealing said bridge within said glass envelope along with said filament and lead wires.

19. (Original) A method of forming an incandescent lamp, comprising the steps of:

forming a first lead wire by flattening an end portion of a section of electrically-conductive wire;

providing a second lead wire formed from a section of electrically-conductive wire;

forming a third lead wire by flattening an end portion of a section of electrically-conductive wire;

attaching a first filament between said second lead wire and the flattened end portion of said first lead wire with the flattened end portion of said first lead wire being oriented such that the flattened end portion lies within a plane that intersects said first filament;

attaching a second filament between said second lead wire and the flattened end portion of said third lead wire with the flattened end portion of said third lead wire being oriented such that the flattened end portion lies within a plane that intersects said second filament;

securing said first, second and third lead wires together using a bridge; and

sealing said first and second filament, said bridge, and at least a portion of said first, second, and third lead wires within a glass envelope.